



ADWORDS-SEARCH^{Q&As}

Google AdWords: Search Advertising

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QUESTION 1

There are several reasons why you should optimize your Google AdWords advertising. Which of the following is NOT one of the benefits you'll likely receive, by optimizing your keywords?

- A. Your quality score will be higher.
- B. You'll reach a more diverse audience.
- C. Your advertising will become more effective.
- D. Your advertising costs will be lower.

Correct Answer: B

QUESTION 2

How many accounts can be edited using Google AdWords Editor at a time?

- A. 5
- B. 1
- C. 2
- D. 4

Correct Answer: B

QUESTION 3

Gary is creating a new Google AdWords for his company which sells fresh-baked cookies online.

He has created an advertisement describing his company's cookies with this headline, minus the quotes "Try Our Fresh-Baked Cookies" for his ad. What problem will Gary encounter with this headline?

- A. There are too many characters in the headline.
- B. There's no problem with this ad headline.
- C. The hyphen in the ad isn't allowed.
- D. Gary can't use initial caps in the headline

Correct Answer: A

QUESTION 4

There are three components of Quality score. Which of the following is NOT a component of Quality score?



- A. Clickthrough rate
- B. Relevancy
- C. The Landing page
- D. Inbound links

Correct Answer: D

QUESTION 5

You manage six accounts through My Client Center. You have just hired an assistant to help manage the accounts, and you want her to manage three of the six accounts. Which of the following procedures describes the correct process to allow your assistant to manage the three accounts, while still retaining access to all of the accounts?

- A. You cannot retain access to all the accounts and simultaneously assign your assistant three of the six accounts.
- B. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your account to your assistant's MCC.
- C. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts.
- D. You'll unlink the three accounts from your MCC. Your assistant will create a MCC and link to the three accounts. You'll then link your assistant's MCC to your MCC.

Correct Answer: D

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